DEMOCRATIC CONVENTION: A 22-PAGE SECTION IN TODAY'S ISSUE
$\left[\begin{array}{c}\text { "All the News } \\ \text { That's Fit to Print " }\end{array}\right]$

## $\widehat{\text { VOL. } . \times x \mathrm{~V} . \ldots . \mathrm{No.43269}}$

Talks Stepped Up to End Hospital Workers' Strike But No Apparent Progress Is Achieved as Mediators Hold Marathon Meetings
-Arbitration Is Suggested by Carey
$\qquad$



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ebanese Leftists Appeal To Arab Lands for Help
 Is right-wing Lebanese forces jerative for the last two dieys.


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radio.


CARTER PROMISES
NO.2SPOTWILLCO
TO 10 FF TOUREDED

Talks Today With Stevenson and Church-Convention Opens Here Tonight

HE VOWS NO SURPRISES
Setting Quiet as Democrats Look Toward 4 Days of Near-Harmony

By R. W. APPLE Jr.
On ihe eve of a Democra On ihe eve of a Democratic
National Conv"rnion that he has
Shaped in nis own image Jimm. Carter ssid yesterday that
he planned no surprises and
would choose his running mele from a group of seven nation
ally prominent prospects. ally prominent prospects.
All the possibilities on the
former Georgia Governor's final list have been subject of spepcu-
lecion for weeks, and all. refiecting Mr. Carter's desire to
balance his outiseders image with someone from Washing-
ton, are members of Congress. The st-vear-old Southerner
met yesterday with Representamet yesterday with Representa-
tive Peter w. Rodino Jr. of New
tien Jersey. one of the heroes of
Waterete. end he weill meet
today with Senators Adlei E . today with Senators Adlee $E$ E.
Stevenson 3 d of llinois and
Frank Churcb of Idaho. Srank Churcb of Idaho.
He met eerlier with Senalors He met eerlier with Senalors
Walter $F$. Mondale of Minnesota

 Rosalynn, waiked down the avenue past
Atlas at Rockefelter Center, opposite St. Patrick's. Lerfi, Opponents of abortion staged a march from Cen-
tral Park to Madison Square Garden to express their tral Park to Madison Square Gary walk past a group of
views to copventioneers. Here, beey
counterdemonstrators who tavor abortion legaiization. and Jotn Clienn of ohio, whom
most major pollticians consider
the front-ruoners, as well as counterdemonstrators who tavor aborlon 1801 with Senatorsers, Edmund well as
kus-
kie of
Jeckson of Wash Henry $M$ MINIS FINSHED Women Fail to Agree With Carter on Their ' 80 Role WITHTERRORISTM! my EIEEN syanahan






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cratic national chairman, all



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\begin{aligned}
& \text { The Israfie Lieut Col. Baruch } \\
& \text { Bar-Lev, said that President } \\
& \text { Amin bad asked him to inform }
\end{aligned}
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$\qquad$ noriory that for the tast
months had been in the ban
of left-wing Christian grou
cont
Continned on Page AT, Col

## Taiwan lost its fight to be

 represented at the Olympicsin Montreal as the "Repubic
or China. As a result, ind
cations were that the Tai-
wanese would inot participate
in the games, which



vention; Representatives Bella S. Abzug nf Manhattan
and Eizzabeth Holtivan of Brooklyn. Mrs. Abuyg comDiscussing their meeting with Jimmy Carter are, from
left C. Delores Tucker, Pennsylvania's Secretary of mented lavably on New York Plays the Upbeat Host to Delegates

Clergy Rallying to Social Causes

 the diocese on on ceg 11. Bicisho
Moore Moore expanded his analysis
of the "root causes of the disintegration of New York" $t$ integration of New York"
include labor unions gover
ment ment officials and peys facill
ties. ties.
Drawing upon the sam
theme, the Bishop address the May 24 meeting of the
Forum for Corporate ResponsiForum for Corporate Responsi-
bility, a loose federation of 50
and midtown Menhattan churches
concerned with social issues conat be helped organize two that be hers ago.
yed His lalest statement, on July
4, was again in the form of a sernon, preached twice that
day, in which he urged the Bishod Paul Maxre Jr.
Contiuned in which he urged th
mandice carroli New York city specialty, a show such Southern hospi- Jinmy Carter, and whooped a $\begin{array}{ll}\text { by Maurice Carroil } \\ \text { RelentlessIy, John Mastri- } & \begin{array}{l}\text { New York City specialty } \\ \text { protest march or two. }\end{array}\end{array}$
on swept up and downt up
and down West 34 th on his Sanitation Department scooter. Happily, Abrathan D. Beame said, "We're on our way up." Breathlessly, Ruth Ann Pastrick told of losing her Cartier cigarette case and
lighter on the airplane from Chicago and having them
turned within turned within an hour. Visitors to the Democratic
Netional Cone Netional Convention poured
into New York City yester into New York City yester--
day. And, with a municipal day. And, with a municipa
euphoria that lingered from the bis Bicentennial party of Yhe previous weekend, New
York Ciy went out of its
way to greet way to greet them with par-
ties, gift packets-even that
.ties, gift packets-even that
$\begin{array}{ll}\text { New York City specialty, a } & \text { show such } \\ \text { tality." } \\ \text { Mr. Friedman said that }\end{array}$ Saturday and sample thearly a midday party at " 2 l , the But there was something a hospitality were reported yes- city was doing something ningham's absence from centerdey to have made the fol- special for the Democrats. ter stage. Still under indict-
lowing observations: A woman from Virginia, "Someone told me," he said,
eccording to Deputy Mayor are poite." the taxi drivers eccording to Deputy Mayor
Stanley M. Friedman, had been welcomed effusively during a Fifth Avenue shopwhat did yon and said,
"What
everyb
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A Louisiana delegete cor-
nered Preston Robert Tiscll,
chairman of the city's host brumcte. II at a deerer thoughtion
baid. he suanch. "I oever thought." he


THE NEW YORK TIMES, MONDAX, JULY 12, 1976
Festival in Lhasa: Gaiety in the Garden of a 'God King'




















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 lay io a restaned eremony Tien An Men Square. opposite aod coovernmeot bodies pany the public, and the peopie - more emotional services for ton Griat Hall of the people, Marshal Chu was the mo Her.

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 - BERGDORF

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Thank you, Democrats*


President fronkin D. Roosevevit, on avid

| On behalforlhe stomp and coin collectors of the United states, we want to therik you for the ich and colortul heritoge of slamps, colis and meddst that Democrafl Presdents, Vice Fiesdents and condiddes have bequeathed us over the course of cur nation's history. <br> And while you are hers lor the <br> Comvention, we want to stare them with you. |
| :---: |
| The word's largest stampandicon depariment, of GImbets, ust down the streel from Mactison Square Garden, invites you to see ond enfoy a tascinating exhbit and scle of <br> - Historical slamps coins and medds <br> - Tributes 10 Franklin. Roosevelt. <br> ontjohn F. Kennedy. See how <br> the liver of these giect Americans hove been honored on the ' commemorative stamps and coins of mony nafions of the world - Mentrabilla of past Fresdentiol hexuguations: |
| And an extra special treat!... - Come see a speckar strowng of the famous "Bouquets and Brickbots"Exibit -. . a selection of envelopes withloudatory andscurikus Remarks adcressed lo president . Fonkin D. Roosevelt, who formedthe colectiontimer |
|  |
| STAMP ANDCOINDEPARTMENT : <br> Street Floor 33rd Street\& Broodway, New York Phone (212) $104-3300$ <br> * A vole of thanks ta the Repubicons, loo! |



The great Martha giveaway starts today.


## Martha

 brings you the wide, wide world of fashion(at great giveaway prices)

Hundreds of daytime, cocktail and evening dresses, suits, sportswear and Boutique ... practically given away All with the Martha label. All with the Martha look.
reduced to
$\begin{array}{lll}555 & \mathbf{5 7 5} & \mathbf{1 2 5}\end{array}$
$\underset{\text { M75 park Avenue }}{\text { Martha }}$


When form and function are carefully mated, a seersucker suit becomes positively dashing. The stripings are tailored to the line of the jacket, the fit is tailored to the line of the bodv-and suddenly this traditional summer staple looks like somerhing entirely nem: In a cool polyester cotton blend, \$95. Or in pure cotton,\$135. Jacket $\$ 6.50$. We accept the American Express Card.









 in






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## TOURNEAU





Bonwit's Designer Shoe Salon. Now rising to new heights on Eight while we renovate our Fifth Avenue landmark. And now with the height of perfection, Bruno Magli's summer-to-fall sandal on an elegant high, high heel. In black patent; brown or navy kid, all with a gilt chain trim, 64.00. Designer Shoe Salon, Eighth Floor





ROBERTA di CAMERINO offers
SPRRMG and SUMMER fashions • handbags accessories
$1 / 3$ to $1 / 2$ off original prices All Sales Final

ROBERTA di CAMERINO of VENICE


We broke the mold on the 4th of July
re gone, there will be no more. Literally. Only are gone, there will be no more. Literally. Only a
limited number of them were created. Then the molds were destroyed, Gloriously erecuta in raditional white and blue (sorry. America, no red orcelain, this makes them not only beautiful but nique as well. The Royal Copenhagen Bicentennial reasure proudly yoursell. Or to tive special year. To


ROYAL COPENHACENMORCEL
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## Altman's Sales Now! Saveon bedding by Stearns \& Foster



Firm quilted mattress and
box spring twin size now ea. 59.95 reg. ea. 79.95. Firm: mattres's has steel innerspring of cotton felt, with layer of Marvelux ${ }^{\text {Di }}$ foam
Full: reg. ea. 99.95 now ea. 79.95 .
Queen: 2 -pc. set reg. 269.95 now 229.95.
King: 3-pc. set reg. 359.95 now 279.95 .

Firmer quilted matiress and box spring
twin size now ea. 69.95 reg. ea. 89.95. Firmer: for you who like extra firm comfort. Full: reg. ea. 109.95 now ea. 89.95 Queen: 2-pc. set reg: 289.95 now 249.95.
King: 3 -pc. set reg. 389.95 now 319.95. Each Gox spring in this sale has Weight Balanced ${ }^{3}$ coil construction.

Firmest quilted mattress and box spring twin size now ea. 79.95 reg. ea. 99.95 . Firmest: for you who prefer super firm comfort, with same construction features as firm and firmer. Full: reg. ea. 119.95 now ea. 99.95

Queen: 2-pc. set reg. 309.95 now 259.95.
King: 3-pc. set reg. 419.95 now 349.95. Sale ends August 31st. Seventh floor, Fifth Avenue. (212) MU9-7000 and branches.

Use our Deferred Payment Plan and take months to pay ior purchases of $\$ 100$ or moré.

Beirut's People Succumb at Last to City's Daily Agong .
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Fndurred artillery bombard.
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> fresh nen colleo sale pi fa week

Our store may be full of hard hats, but we haven't lost our soft touch.

You see it in our exclusive Diane Von Furstenberg tunics.
losing our touch while we renovate We're perfecting it Thtie jewelneck tanic in blackor white, the cowl neck blousonin White or grapes, the smock top in black or grape, ours alone by
Camicetta for 6 to 16 sizes each 4800 Blouses First Floor Fifth Avenue at 56 th. Stree


AO Phone (212) PE6-5100 today, order board open 24 hours everyday 3 new Shaip calculators解 W. each with r bonus;


Sharp 8 digi calculator with square root cind percent keys 310
Pocket size ess mon aninch thick Ono touch gadreroot andpericent keys 2 clecr keis (one pónt andpoworscuing oasy fo fedt teD display. Miffolication and division tyreonstant mixed


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## GMBELS

Caculfor ors, Sxith foor. Mall and phone orders accepped odd applicable soles lox odd 52 honating


Demonstrators Asking Amnesty Clash With the Police in Spain

## By HENRY GINGEE

MADRD, July 11 Streeth had been arrested clastes today in Macric, Barce in Pamplona, where thousands
lona




 Gonzalez, head of the Spanish been held in valladoid, Vale
socialist. Workers Party, one of cias. La Coruñ and small the major opposition groups de- cities.
manding freedom -for political
The
 demonstration had been au- Fwotr in Weddesday is sched
thorized by tbe local goveruor. wied to announce a program
and But demonstrations were for- this week and is expected to go

 Djibouti Alert for Violence New Law Will Divide Cuba As 13 Riot Dead Are Buried Into 14 Provinces by Fall









Macy's Famous Taster fine wine and liquor selections for summer entertaining.

\(\begin{array}{ccc}Taster Gin 90 Proof .............................<br>Taster Vodka \& \therefore . \& .<br>\end{array}\)

## Bottle Case Quart 5.00 57.00

734 Gin or Vodka $\begin{array}{lll}\text { 12 Gal. } & 9.70 & 6 / 55,30 \\ \text { Quart } & 4.85 & 55.30\end{array}$

Red Star Puerto Rican White Rum.......... 2 Gal. $8.75 \quad 6 / 49.85$ Macy's Taster Wine Selection
10. Marceau French Dry Vermouth
65. Marcau Pentit Chablis.......... 65. Marceau Petit Chablis :...
66. Marceau Vaillon Chiablis. 1974 912. Marceau Grand Vin, Blanc 519. Saybrooke N.Y.S. Chablis
830. Haverill House Califorriia
31. Pinot Chardonnay -.....

Johannisberg Riesling. -
Ouationtic
$\qquad$
$\qquad$ 2.65
3.20

4.50 KN-72. Krover Nacktarsch 1972 (Mosell) wein 197 | $1 . . . . . . . .3 .55$ |
| :--- |
| $27 . . . . . . .75$ |
| 2.75 | Z-74. Weingarden Zeller Sçhwarzekatz 1974...........2.20

94. Lirac Rose (Rhoine) ...................................2.20
95. Cabernet Rose D.Anjou 1972........................................... 107. Rumoroso Rose (Spain)............... 12 Monte D'Oro Sangria: Catawba. 113. Monte D'Oro Sangria, 1/2 gal........
507: Red Star N.Y.S. Brut Champagne . .1 .80
$-\quad .3 .95$

Macy's Fine Wine \& Liquor Store, Lic, L-1
459 Seventh Ave., near 34th St. New York, N.Y. 10001 Come in, write or phone 5946200 . No charge for delivery within. UPS
delivery area on orders of $\$ 25$ or more. On orders under $\$ 25$, for delivery within UPS area. Add $8 \%$ sales tax in NYC and apapicable sales
 allow us to charge liquor or wine to your account. And if you're a commuter: Stop in on your way to work and placs your
order with us. It will only take a couple of minytes Well Order with us. It will only take a couple of minutes. We'll pack it for yout. We even have chilled White, Rose and Sparkling wines for your convegience.

## (finemall



Wallachs
Foryour comenience there are 24 fine stresesin New Work. Naw Jeisey. Connecticul, Massa

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* cialty store.
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Boston, Where It Began, Salutes the English Queen

A Reporter's Notebook:
The Touch of Royalty

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With the help of the : Clinique Computer, a free skin analysis is offered os well os inval
uable beauty tips: uable beauty tips: In
the new Seventh Floor place, the atmasphere is clean and easy-going Just whot you'd expect fram Clinique and its stoff of beouty peaple who know exoctly what yaur skin is all about
after the first brief encounter. Informotive Clinique pamphiets fram one's beouty routine. Linger awhile or dash in whenever yau need a bit af beautiful
odvice, for the asking. odvice, for the agking.
Clinique's New Seventh Floor Place.


Lucky me! Theres a new face place for Clinique on Seven...



Ever since 1856, the news media have depended on Western Union.

When James Buchanan (left) got the nod, Western Union answered the call and whisked away the reporter's copy for tapping out on a Morse key. At this year's Democratic Convention, Western Union is still answering the call. With modern, high-speed communications equipment, our press centers are capable of handling more than a million words a day.

| Year | Convention | Democratic candidate. |
| :---: | :---: | :---: |
| 1856: | Cincinnati. | James Büehanañ |
| 1860 | Baltioiore: | Stephen A: Douglas: : |
| 1864 | Chicago ${ }^{\circ}$ | George McGlellan : |
| 1868 | Wew Yorc! | Horatio Seymoir : |
| 182 | Baltimore: | Horace Greeley: $\because$ |
| 1876. | St Tousts: | Samuel Tilden \% |
| 1880 | Cincinnatí | Winferd S Haticock. :-: |
| 1884: | Chicago: | Grover Cleveland |
| 1888 | St Louis ${ }^{\text {a }}$ : | Grover Cleyeland: |
| 1892 | Chicago:- | Grover Cleveland.: $\therefore$ : |
| 1896. | Chicatio - | William Jennings. Bryan |
| $1900{ }^{\circ}$ | Kanisas City: | Wrillam Jėn ings Bryan |
| 7909: | St Kouis' | Alton B Parker, \% |
| 12908. | Deineer ${ }_{\text {a }}$ | Whiliam Jennings Bryan. |
| 4912 | St Fowis | Woodrow Wilson a $\because$ |


| Year | Convention city: | Democratic candidate. |
| :---: | :---: | :---: |
| 1916 | St Louis | Woodrow Wison. |
| 1920 | San Francisco | James M.Cox |
| 1924 | New York. | John W. Davis |
| 1928. | Houston' | Alfred E. Smith: |
| 1932 | Chicago | Franklin D. Roosevelt ' |
| 1936 | Philadelphia | Franklin D. Roosevelt |
| 1940. | Chicago | Franklin D. Rocsevelt |
| 1944 | Chicago | Franklin D. Roosevelt |
| 1948 | Philadelphia | Harry S.Traman |
| 1952 | Chicago | Adlai E. Stevenson |
| 1956 | Chicago -. | Adlaị E. Stevenson |
| 1960 | Lios Angeles | John'F. Kennedy |
| 1964 | Atlantic City | Lendon. B. Johụson. |
| 1968. | Chicago | Hubert H. Humphrey |
| 1972 | Miami ! | George McGovern |

Many of the 3,600 print journalists are utilizing our battery of Telex and TWX ${ }^{\text {m }}$ teletypewriters at the press centers to keep the world informed on a minute-by-minute basis. Twenty-four hours a day.

## For the first time, our Westar satellites serve the media at a political convention.

At the 1976 conventions, broadcast journalists are spreading the word via our Westare satellite system.

From the convention floor, broadcast signals are transmitted to Western Union's television operation center near Central Park. From there, these signals go to our earth station at Glenwood, New Jersey At Glenwood, antennas beam the signals to Westar, 22,300 miles out in space, for transmission across the country.

Our Westar satellites are the most publicized part of our $\$ 15$ billion modernization program. The tip of the iceberg, they represent less than 10 percent of our investment over the past decade.

Five years ago, we purchased the TWX teletypewriter hetwork from AT\&T: and then interconnected it with our


Telex network. Through the combined Telex and TWX networks, subscribers can access nearly 600,000 terminals worldwide.

To increase speed and reliability, we constructed an enormous message routing computer in Middletown, Virginia. Then we built one of the world's largest telephone answering systems. Accepting toll-free calls 24 hours a day, seven days a week, our telephone bureaus have made it a lot easier and faster to reach Western Union.

We also made investments in many new services. One of these is Mailgram ${ }^{\circledR}$ service, developed jointly with the U.S. Postal Service. Western Union transmits your Mailgram message electronically to a Post Office near your addressee for delivery with the next business day's mail.

Mailgram service has grown so rapidly that today, for every domestic Telegram transmitted, there are three Mailgram messages sent.

## From wire to Westar: A $\$ 1.5$ billion modernization program.

Whether you are a Democrat or a Republican, we think you"ll be interested in this "Wire to Westar" story in our latest annual report. You can order a copy instantly by Telex \#12452.

Or write to "Annual Report," Western Union Corporation, One Lake Street, Upper Saddle River,
New Jersey 07458.
western unian


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20\% 504
Buying advertising media is always a big problem.
A bigger problem, however, is buying

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$20 \%$.33 $50 \%$ OFF $20 \% \cdot 334$
people fact of the matter is that a lot of people today are seriously beginning to We ta
We take issue with all of them. negative, unfairly attacks, sensationalizes a issue, engages in mere "press agentry" or otherwise strays from the very thin tightwire of good taste, we agree-it's very bad.
$20 \%-30$

commercials?
There's no time
on the tube. Votube. heyd like to see heyger political commercials on elevision. It's unlikely they will. Thie. president of aTV network was recently quoted by The New York Times as saying,"The five minute period is not readily available, because it just doesn't exis in the schedule. It usually has to be carved out of a completed program. A half-hour purchase means pre-empting a scheduled entertainment show.

And for each time slot found for one candidate, networks and stations are legally bound to find another for each opposing candidate.

As the network president suggested, maybe 1980.
But unfortunately, not this year Candidates, youve
However, when political advertising is cleas explanatory, informative; issueoriented and otherwise substantial, we believe it's not only very good, butallo very necessary.

The best way yet devised to help a voter make the considered, rational choice his or her vote ought to be.

Can the great issues of our time be covered in 30 seconds?
The conventional way of running a The conventionial way of rinning a of television in the advertising media buy. While that seems to make a great deal


What sinore than enound to cowere a box of con in inkes is less

of sense in a fast-closigig campaign, it'sactually quite questionáble.

Television is powerful; but in 30 and 60 second lengths, isfleeting and ofien superfi cial or emotional.
Some experts strongly subscribe to the opinion that 30 and 60 second political


Earlier this campaign year, Media Decisions magazine, an advertising trade journal, went to Boston to track the media expenditures of all Presidential candiresidential candidates from both political parties in primary.

An amazing triend was spotted.
Of the $\$ 614,300$ spent in Boston, 75 percent went into TV; 14 percent went into radio, 11 percent into newspapers.

Not a penny w'ent intö magazines.
A trend that's truly enough to bogge a magazine man's imagination

Not only does a magazine page offer a politician the room to tell a story without egard to a 30 or 60 second time limit, it also presents a constituency that's difficult to ignore.

Magazines, as any media expert knows, offer the most upscale audience of any: medium.

In a magazine audience are more people of financial substance, möre people who are civically and politically involved, more people who are college graduates.

In it, also, is a volume of votes totally out of proportion to the actual size of the. audience.
commercials are, as one of them says. "incapable of doing justice. (but) capable of doing mischief."
Perhaps even more damaging to candidates. than the fact that political commercials often mislead, is the fact that they often completely miss.
At an average cost of over $\$ 50,000$ a minute, prime time commercials reach an audience of only 14 percent of the people
ld enough to vote.
An audience, by the way, that often tunes out during commercial breaks and remains largely unaffected by what political pots say even if they do watch.
Five minute commercials? Half-hour
In 1972, 78.8 percent of all college edu-cated-the magazine audience-cast DUMP their ballot for the candidate of their choice. While only 58.1 percent of the rest of the popula
tion showed upat the polls
What this country poeds. a way to put advertising where a way to put adve
s needed most.
As a great many advertisers are discovering, you don't necessarily have to run advertising coast to coast to be hugely successful coast to coast.
This relatively new and mod-
erately sophisticated advertising technique is called spot marketing.'

Its an excellent technique, we think. for a political candidate with limited funds.

Or a political candidate who feels four years in office shouldn't cost the fortune it has lately. With spot marketing. your national effort is at most only a thin blanket. You use the buik of your money to run heavy campaigns in areas where you have the best opportunities or the worst problems.
What makes spot marketing possible is ot media.
For spot TV and radio, you call local stations.

For spot magazine, you do what more and more advertisers are doing every day.

You call Magazine Networks.
Magazine Networks. Its roots are in the grassroots.

Before Magazine Networks, the only people who could afford the precise media characteristics of big magazines were big advertisers.

An unfortunate circumstance we proceeded to remedy in 1968.

We put together networks of magazines and the ingenious idea of common
printing whole sections of

Thereby making it feasible for advertisers smaller than General Motors to run ads simultaneously in the prestigious news magazines-in a market quite a bit smaller than Metropolitan New York.

The how, the why and the economics of what we did are all very interesting. But also very lengthy.

Suffice it to say that, in a business where there are very few successful new ideas, ours was a new idea that took off.

Today, Magazine Networks offers adver-isers-including political parties and candidates-seven different demographically and psychographically compatible groups of 24 national magazines in 155 top metro and suburban markets. And four groups in the overseas military markets.

And with those magazines and markets. the opportunity to tailor an advertising
message and apply a prodigious amoun of weight to the particular problems of particular market
It's becoming a big idea in the big-time. In creating an opportunity for some of he smallest names in local advertising, it seems we created one for some of the biggest names in national and regional advertising as well.
The chance to target a message in more ocal markets, against more kinds of prospects in more national magazines than

## ever possible before

With that kind of rare opportunity, a lot of advertisers who felt a crying need to avoid media waste were quick to give Magazine Networks the test.

And as their successes prove. it works.
It's a perfect way to run a basic campaign. Or heavy up in special market areas. Or test market.

It's even a beautiful way to boost-or get-co-op money.
Does Magazine Networks have a solid platform to stand on?
If we did not sincerely believe we did, you can be sure we wouldn't be running this ad.

Despite the fact that Magazine Networks is a most favorable advertising environment, it will, of course, never replace TV.

There is, however, a large group of people who do not watch TV.
To reach them, you need the preci-
sion of a magazine media buy. To reach them most efficiently and most emphatically, you need the precision of a magazine media buy taken to its most logical, intelligent xtreme-Magazine Networks.


> The Earth Brand Shoe Welcomes You To N.Y. Witha Bicentennial sale. s1/75 to 19.76

The original negative heel shoe: usually $\$ 23.50$ to $\$ 39.50$, now on sale for less than an imitation.

doesn't work like the Earth's
brand shoe anyway), visit one of

 sale until July 31st. Choose from many different Earti" brand shoe styles, from sandals to boots, for men and women.
su
Earth Shoe Stores
The Earth shoe is available only at the following locations in the Hew Yark area:
Hew Yotk. MK. 117 East 77 Sth Streat 793 Lexinton Ave al 62 ndt Carden City, M.X. 933 Frankliin Ave. White Plains, N.Y.: 108 Mamaroneck Avenue

## FIELD BROIHERS GREAT FASHION SHOE SALE NOWON

Reductions up to 40\% on groups of famous brand shoes by Johnston \& Murphy, Bally and Bostonian. Were $\$ 30$ to 570 . Now 23.90 to 44.90
Field Brothers of course

Open every evening. Use your fiedd Broiners charge. Kings Highway, Brooklyn- Rego Park off Queens Blvd. - Roosevelt Field, LI.
In New Jersey-Woodbridge Center ond Poramus Park Shopping Center


Rumanians, While Not Jubilant, Count Gains From Berlin Talks
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Sinatra Wed in Palm Springs； Reagan，Agnew Among Guests

## By ROBERT LINDSEY

RANCHO MIRAGE，Calit．，day barring any but the invitect July 11 －Frank Sioatra，the givests，and threatened to eject singer，was married today to physically a New York Times a former model and showiri，reporiter who ventured too close
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## ES，MONDAY，JULY 12， 1976

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## The South Bronx Make the Wild West Look Tame

 FORT APACHE
－there is a lot of human suffering included in the book，as when the first man an ex． perienced cop is forced to kill turns out later to be the son of one of the cop＇s friends－a
child at whose birth the cop himself had assisted accasinall the spectacle of mob violence；but most of the narration is cast in the sensibility of －discerning superior，at times genuinely frightenedor confused and nearly always too busy to engage in melodrama，pontification，or complaint：＂KIRKUS REVIEWS ＂It＇s a fast．paced story of a neighborhood viciously destroving itself and at wair wit

＇the only vestige of civilized authorith＇the police surounded io ed throughout the narrative is the explaination of what kind of man it taches and what it takes of a man to survive Fort Apache and still give a damn．＂LIBRARY JOURNAL | lowed to show．＂ |
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horse The 300 D is indeed a thoroughbred.


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Unlike any othermake, the 300D takes advanThis of precombustopment, pioneered by Mercedeses-Benz, delivers a longer, smoother power pulse as well as more
efficient combustion. The result: A combination of mileage and exhaust emission levels that no comparable gasoline-engined sedan can approach on how and where you drive, as well as the conidition
and equipmentof yourautomobile. But according to
estimates published by the tection Agency (highuray dinving: 22 mpg ), the 20.3 -gallon fuel supply of the 300 D
should have no trouble letting it cruise 500 highway miles between fill-ups.
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sell it all across America Third, since Diesel fuel has. more energy per gallon than gasoline, every gallon not only costs you less, it takes you farther.
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the Mercedes-Benz 300D never, ever needs orie.

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300D is a materials miser. It is not as big, not as heavy and not as thirstr. But it is every bit as practical and

In fact, the 300 D is a full 5 -passenger sedan. Be sides its generius interior, its tunk boasts a spacious 17.5 cubic feet of volume. On top of that, the 300D
abounds with countless examples of innovative Mercedes-Benz safety engineering.
The 300 d does lack onething.

The 300D does lack one thing. Alengthy option ment. Included are: Power-assisted steering and
brakes, automatic brakes, automatic transmission, air conditioning,
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# Chtedicu Horkeimes 

ADOIPF S, OCCHS, Publisher 1898-1935<br>

## Mr. Carter's Economics

In his well-planned and shrewally executed campaiga for the Democratic Presidentival nomination, Governor
Jimmy Carter has songat to avoid making the two fundaJimmy Carter has songht to avoid making the two funda-
mental mental mistakes on economic issues that hurt Senator
George McGovern so bady in his contest with Richard Nixon in 1972.
One mistake Senator McGovern made was in exposing as a foe of business who, it was alleged, would foul up the American economy in his effort to take from the rich
(and the middle class) to help the poor. His other basic and the middle class) to help the poor. His other basic in the details (imperfectly mastered and presented) of complex proposals, especially for welfare and tax reform. Governor Carter has gone our of his way, over and
over, to reassure the businesa community by stressing his respect for the private sector as the best means of solving national prohlems. For instance, to get rid of unemployment, he has said that "whenever there is a choice between channeling jobs in the private sector or the
public, I would favor the private." This priority for the private sector has won Mr. Carter the reputation of
being a ."conservative"-or at least, more conservative han the other Democratic candidates whom he defeated in the primaries. closes that he is not a conservative in the laissez-faire sense. He would actively employ public means to solve national prohlems, and his ranking of problems is
dramatically different from that of the Ford Administradramatically different from that of the Ford Administra-
tion. He has made it clear that be considers unemployment, rather than inflation, the number one problem
facing the ration. He hastens to add that inflation is the
number two problem and, once the unemployment slack bad been taken in, he would reinforce anti-inflation measures, if necessary, with an incomes policy to keep
wage and price actions more in line. with the growth of wage and pr
real output.
There is little doubt that the election campaign has
already been an intense learning experience. for Mr. Carter. He is setting no interest-rate targets; whateve populist convictions he may once have had about very
low interest rates seem to have disappeared into a low interest rates seem to have disappeares into a
broader understanding of the relation of interest rates to other economic variables.
Mr. Carter has heen extremely cautious about disclosing the specifics of programs to reform the tax system,
improve the welfare system, aid the cities, strengthen Social Security, expand public health programs, conserve energy or develop new resources. His caution appears to derive from a desire to avoid exposing himself to the
oppositinn of groups whn may think they will be hurt by oppositinn of groups whn may think they will be hurt by
particular proposals, when these are revealed piecemeal Having won the Democratic nomination by avoidance of details and a. generally moderate tone, reassuring to
widely diverse groupa, Mr. Carter will be understandably widely diverse groupa, Mr. Carter will be understandably
tempted to pursue the same tactics during the election campaign against his Republican opponent. In our view this would be a mistake.
Although it is not necessary to spell out every detail of his programs before the election, the country has right to know with more exactitude than it now does
where Mr. Carter stands on the major economic issues and how be means to solve them.

## Don Bolles' Legacy

The news from Arizona during the past month has made it clear that the Southwestern sun has drawn more than Northern business and the retired elderly to the Don Bolles, a 47-year-old reporter for The Arizona Republic, investigations have indicated that the migrants money not only bas pulled organized crime to the sum elt, but has nourished a good deal of indigenous gree as well.
zed. crime, was lured on June 2 to a Phoenlx botel by someone offering information about a prominent Arizona politician. The reporter was blown apart in his car, and had reason to fear Don Bolles. He had written stories about organized crime, widespread real estate swindles and questionahle state government appointments. With the investigation into the murder case, a good deal of recent and unseemly Arizona history has sur-
faced. For example, a number of memhers of the Maria and have gone into the real estate business. some solid citizens have become involved in land fraud and sporting enterprises that appea bave underworld connection.

The pollce have been hampered in their efforts to get prosecutions against some swindlers, in part becaus one of the prosecutors, whin has recenty resigned, ha two land ccmpanies he wras supposed to be investigating some prosecutions have been impeded by the murders of two witnesses-one by an auto bomb blast similar to the one that killed M. Bonctand a timely and fata heart attack suffered by a third mian who was und Now that the lid has be pool, the police, the prosecutors and the Arizona pres are pursuing corruption vigorously. For any number of good reasons, and particularty Don Bolles' memory, the current Investigative zeal should not stop with the solu tion of tbat one murder. Mr. Bolles seemed to be after superficially respectable-that made up the land fraud "industry" in Arizona.
It is essential that the Arizona press and public keep up the pressure on law-enforcement and prosecuting
authorities to ensure that the grime trail Don Bolles purauthorities to ensure that the grime trail Don Bolles pur sued is followed to the end.

## Vietnam

Vietnam is united after 22 years; the old Vietminh the continuing detention of formerly influential South oovement rules an undivided country from its capital
Hanoi. The flag and anthem of North Vietnam are now seen and heard officially from Cao Lang in the north to Cau Mau in the south.
the continuing detention of formerly influential South
Vietnamese in "reeducation camps" smells more and more nf long-term repression. from an early establishment of diplomatic relations though the heat of an election campaign may not be the ideal mo
created barely a ripple in faraway foreign capitals that once had assigned strategic significance to every square kilometer of vietnamese landscape. The all-consuming passion of a whole political generation, Vietnam has all cept in bitter memory that few in or out of public life cept in bitter
want to revive.
The ultimate collapse of the United States war effort on April 30 last year has had none of the dire consequences that the war's supporters had predicted; if any lobal position has been beneficial-lifting an impossible burden that drained, not enhanced, American security. In Vietnam itself, there has been no bloodbath-though
cluding the meuvering among eager foreign influences, in leaders remain Communist superpowers, the Vietnamese development assistorco lest they grow to on the largesse flowing in from the Soviet Union. Estab lishment of official relations might even make it easier
to obtain whatever information may still be available about missing American servicemen.
In any event, there ia no longer any need for perpetunational Communist force of great potential influence in Southeast Asia.

## Dynamic of Despair

The Palestinian leader Yasir Arafat may have made a which his Palestine Liberation Organization and the people of Lebanon are paying a-terrible price. By encouraging all-out resistance to Syrian advances into a futile civil war-and pitted bis political movement against strong and previously sympathetic forcea in the Arab Middle East.
This interpretation of the growing Lebanese disaster
gains credence with each passing day, gains credence with each passing day, as murderous and Syrian armed forces. The Lebanese militias, predominantly Christian and conservative on one side,
largely Moslem and leftist on the other, stand as proxy warriors in a broad clash of powerful interests that cut through the Arab world Arafat and his lieutenants managed skillfuly to stay aloof, even playing an important and constructive role in short-lived mediation efforts. Considering the imposing military positions which the P.L.o. controlled, paricuarly in southern Lebanon, it was perhaps inevitable hat the guerrilla forces would eventually hecome hensive that Syria's mounting influence in Lebanon would diminish their own freedom of action.
As late as five weeks ago, however, when the Syrian

Army advanced openly into Lebanon in an effort to
impose a truce, most analysts believe that Mr. Arafat could have struck a deal to divide policing responsibilities with hia ideological mentor, Syrian President Assad, and reverse the escalating bloodshed. Instead, the Palestinian
leader irrevocably threw his lot in with the Lehanese leader irrevocably threw his lot in with the Lebanese
leftists m opposition to the Syrian advance, manervering politically alongside other Arab governments which could opportunistically condemn the Syrians from afar, hut do little to help the Palestinians in their besieged positions on the ground. The result is continued bloody comthe threatened decimation of the P.L.O. as a militany force.
In their frustration, radical Arab forces which would otherwise have rallied behind the P.L.O, and the Lebanese leftists seem to be striking out in other directions: an
apparently Libyan-hacked attempt to apparently Llbyan-hacked attempt to overthrow the
moderate Government of Sudan, and the desperate hijacking of a commercial fligbt out of 1srael, with all its dramatic consequences.
No one in or out of the Arab world can claim any
clear idea of the further clear idea of the further evolution of the Lebaness imbroglio. The United Nations Security Council fiddles
away in a bid to condern a succesfful lsraeli effort away in a bid to conderan a successful lisraeli effort
to save the lives of innocent hostages, while in Leioanon the passions of anarchy take away the life of a whole
nation. nation.

## Letters to the Editor

 Again turning to the Lincoin story,
the comments of Lord Charnwood, who wrote for the Rritish press and
covered the Repubbican Presidential
convention at which Lincoln was

The Futu
To the Editor.
On JJme 28 . read with interest on
the Op-Ed page the Op-Ed page "After the Corpora-
tion by Gar Aperviz and Jeff Faxi
It would be interesting to kno names of the 25 foundations who have
supplied the funds to define practical approaches to economic reconstruction
The writers have been kind enough to tooe down the terror they strike in the
hearts of those whion elieve in the tree enterprise system with the sentence:
The transition to new forms of organization beyond the giant corpora
tion will nnt occur overnight; nor is it cioevitable,
Let us examioe what their objective
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prise syster ite supposed eto bring
about a considerable improvement in about a considerable improvement in
the redistribution of income and the redistribution of income and
wealth. Sometting akin to the doing
away with free enterprise has already taken place in the Soviet Union and is
well advaoced in Eneland. In 1924 .
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in the Soviet Union even LLenin saw
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fit to reintouduce free enterprise
belp save the socialist experiment. Is this the type of success story we
are supposed to look forward to? are supposed to look forward to?
Nothnng seems to be sad about this
nation with more than 80 millon employed, more than one million houses
built each year and almost ten million new automotilles purchased each year.
Is this the picture of a failure? Is England a better example? II the So-
viet Unlon a better example?

Stanfordville, N.Y., July 1, 1976
Ugly' Traffic Lights
To the Editor:
The uly, oversized traffic ligbt re-
cently installed at the corner of Park Averue and 48th Street is a small but
instructive example of municipal
'The Most Magnificent Day'


MOMA's Letd
To the Editor: Having spent more than hill
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St is a reminder of the real 4) ugh the easy convenfioin iti-
mity and optimismi In the , fie fore New York he has oeece Infortabie fligire withe the old eme of the nee ifor change

A Dull Convention Brightened


## Transition



By Tom Hayden
 and midicted in Chiviog beeo giassed have changed. Those who wanted to
jail the e ines of me have gone to jail
themselves, or aze purged from office.
 Agency scandals of today confirment the analysis of yesteryear's radicals. In
fact, the radicalism or the 60 s.s. fast
becoming the commoo senseof the 70 's. That is why my senate campaign
eere in Califorina did so well. Wa
received 1.2 millioo votes, more than receved C.2. milioo votes, more tha
Jimmy Carter, indeed more than past opposition campaigns like those
Upton Simclair, Henry Wallace, Eugen
Debs. ${ }^{\circ}$. Debs.
The changing consciousness was
rramatized by our organization in conservative OTanga Conginzetion in con
corgini-
 undericover agent of the Chicago police
deparituent. We got 40 percent of the
primary vote. Out of new: progressive force in california politics. Our activists ivill work on a
arim-labor intiative , ind - immerour ocal campaigns this fall. By the spring,
we. hope to convena a new political ailianine with convena a oper tow elect can
ditates and shape issues for years. I. see ihe same trend elsei ihere. Re m Texas of state ana iocal officials
 - Defiocritic Society approaching O's.activists-many now elected offiCho shereff of San Francisisc, Senators romi North Dakota and Nebraska,
mayiors from Austin and Madison, city
 Washington, D.C.
Dent I sense Bitile of this trend in the
 Tmmy Carites too reassuring- is about puts a Democrat . Fin the : White House Thee whatertis is is if. Ghe Denocratic
 then on the outside can now be o the . inside, or at least the edge But
underifigg this surface unity is an: underiying this surface
absence of new direction.
If and when Jimmy Carter is elected. Thie piblic will soon enough be tee. smiles nor the most devout piedge crigis period ive e have evitered
The rampant climate of scand America is $A$ sigm of of scandal
stablisfied autheritit of tecay. yeabs. We are entintering into 1 radicalt ievw age of IP tss with the same leade
years. W
 signs and a continuing ethic of con-
spicuus. anid wasteful consumption But we ilve in a, world of shatriking
resources, new
sovereigities nod a From the day Jimuny Carter takes
office, be .vill find himself engulfed office, be will find himself engulfed
with corporate and eoergy priofties with corporate and eoergy prioritien
that will require a. sharpening com petition for scarce global resources
and
high costs passed on to conwumers. He will inherit a c.iA. that
vill connitime lying to the Americar pepple. He will bave warrmed-over
Kissingers, like zbigniew Brzezinsh and others. in the Tritateral Cormmis-
sion ind Council on Foreign Relations
iaking is sion and Council on Foreign Relatitios
taking uis into oew foreign policy Crises to save the West.
What is the in the tstreots af of the tov's, tha alterlainve bas been taking shape gradually
in the balle of local government, in the
mions neighbortodts mions, neighborhoods and consume decade. new democratic philosophy ington bureaucracies in favor of $e$. tending bureaucracies Bin of Raver of Right further ent into
the place of work and serviche. It is a new generation of leadership shaped by Viatnam and Watergate, not
by the Depression and world wai II by the Depression and Woild wain
Ourr Pearl Harbor wast the pattem of
Ossassinations and conspiracies aimed air Pearl Harbor was. Hhe pawe
assassinations and conspiracies aimed
our tiberty. The coming poltical at our liberty. The coming political
leadership will be coodititoned to be leaderghip will be cooditioned to be
lieve the treat ot America is in the
private citadels of power, not in forprivate citadels of power, not in for-
eign guerilla movements. This generaeign guerrilla movements. This generne
tion is more ikikely to be concerned
with humne values and the quialty oo ife than the accumiu
possessioo and profit
There will be an undercurrent of
discontent at thia
copyention perhaps the embryo of an atiernative. The trough will create a oew kind-of leadership just. as influentiad as that
of the men of the secind:World War Jrom Eisenhower: to Kennedy to Whose time is passing into history this couptifir. Not.tit the cliche sense that politicians: always. declare. rm hopefal because I see so many Ameri-
cafís cemandirig Chayige todey who
were bind defenders of tha status quo fee yeeirs ago. It takes great courage and self-respect for people to say; as
Fresno policeman told me: "You're IFresto poiliceman told me: You're
going to get a lot of votes from people
who hated yoo a few years who hated yoo a few yeas were wrong and misled." mindedness of people since Watergate bas given me the strength to cootinue
tring to persuade and or oranize in trying to persuade and organize inextremes of despair. It has made me more patient, believing that.the good in
all of us can be touched and Hberated. Tom Hayden, a founder of Students
or o Democratic Society in $1960, n$ for o Democratic Society in 1960,
forme
Towate community or oranizer, in
Nefendant in the Chicago Seven conspincey trial that grew out of violence at the 1968. Democratic
Nationnt Convention; was an antiwar Nationnl Convention,
leader for
tananv vears.

# Amessage to consumersfromthe Pepsi-Cola Company. 

We have believed for a long time that we produce a better-tasting product than our leading competitor. But we wanted to be sure of that fact. We did not want:to advertise it until we had it documented by careful, objective, independent research. We now have that documentation.

Truthinadvertising is veryimportanttous. And the truthis:

## NATIONWIDE, MORE COCA-COLA DRINKERS PREFER PEPSI THANCOKE.

The better taste we always thought we had has now been confirmed by blind tastetests conducted among thousands of people in over a hundred.cities and towns throughout this country. This concrete fact may explain some of the strange advertising sponsored by the Coca-Cola Company lately. Advertising like the silly blindfold commercials comparing Fresca (a sugar-free, citrus flavored drink) with Pepsi. These commercials announce that one third of the participants chose Fresca. They fail to point out that what this actually means is that two thirds preferred Pepsi.

Now they've come out with a series of comparative commercials in which both Pepsi and Coke are tasted side-by-side. In these, they claim that New Yorkers prefer Coke to Pepsi 2 to 1. But each product in these commercial tests is clearly identified. How can the results be valid when the only fair test must be a blind test, eliminating the bias of habit, which may have nothing to do with taste.

All this is Coca-Cola's attempt to answer what we call, "The Pepsi Challenge." The fact that none of these efforts constitute a real answer is not surprising. After all, how can there be a real answer when there is no real question, no question whatsoever that NATIONWIDE, MORE COCA-COLA DRINKERS PREFER PEPSI THAN COKE. (And, of course, Pepsi-Cola drinkers overwhelmingly prefer Pepsi.)

But don't take our word for it. Don't take anybody's word for it-

# Let your taste decide. Take the Pepsi Challenge. 



omen's Olympic Crew Pulling Toward Medal

Y JOFN KIFNER



Group Says
rov Will Join I of Directors

News Summary and Index

| 3. Sakharov, the So- |
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| ist, has peen elected | sithon of honorary

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sit of diractiona of the was announced here
The Major Events of the Day
The leaders of thie besieged Palestinian
and leftrist rroops in Lebanom sent ngent
appeala for help yesterday to Arab couth appeaia ror help yesterray. to. Arab coun
tries as right-wing Lebana

## Metropolitan

Federal mediators intenstited the talks 'in
the hospital workers' strike, but without ap-
parent progress. The mediators met sepaDistrict 1199 of the National negotiators for
pital and Health Care Employies of HosLeague of Voluntary Hospitals and Homes.
Governor Carey and Mayor Beame. mean-
wiile, repeated their calls for an end to the while, repeated their calls for an end to the
strike $\mathrm{Al1:-2.1}$.
The citys religious community;, its leaders say, bas been aroused to it hithgent level
of conperm for social and economic issuus
in many years through the efforts of Episin many years through the efforts of Epis-
copal Bishop Paul Moore J. of New York. Bishop Moore is using his personal and ec-
clesiastical prestige and the authority of his clesiastical prestige and the authority of his
office to stress the moral aspects of the problems brought about by the city's fisteil
difficulties. "He bas something moving."


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Kourth College dormitory that has been home for the women.






## $\underset{\text { International }}{\text { The Other News }}$



## Climatologists Forecast Stormy Economic Future gy, junsp.s.rrase

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 $=5=5 \mathrm{Em}$
 $\begin{array}{ll}\text { never thought about climate before, } & \text { catastropihc, they say:. } \\ \text { but oow I think about it all the time. } & \text { Skeptical Scientists }\end{array}$ A lot of other people are doing the
same the weether seems ho have gone
berserk lately. The tennis courts at
 as parched since the 1920 's. The same is
true for croplands in northern France, the Soviet Union, Minnesota and the
Dasotas. Ints so dry kirush fries have
started seeveral weeks eariy in CaliDakotas. In'ts so dry, hirush, fires have
started sereral weeks uarry in Cali-
fornia, and water is being rationed As a result Dr. Brovging and other
previousty ingored climatoosists are
getting a lot of attention. Projections previously ignored climatologists are
getting a lo of attention. Projections
that they made years ago appear to be
coming true. Some scientists think all that is non-
senfer mainly because climatologists can
 ticated computers, can forecast seaphiser
only a day or too in advance, they ask
how can dimato only a day or two in advance. they ask,
how cia cimatogists project climate
years aheada "II's interesting," said one skeptical
scienst "Rut s.one of their stuff is
right out of fantasy land." coming true. $\quad$ Continued oo Page B9, col. 2



## ee Medicaid Facilities arged WithDrug Abuse

Department Says Tranquilizer Used as. 'Bait' to. Lure Patients ction Sought Against 11 Doctors.
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## City U. Tuition: Obstacle in Leap From Kitchen to Campus <br> by ceoker durien The day they yoted to end

tree turition at the City Uni-
versity of New Yorl was the dayty of New York was the
day. the dinner table webates
began in modest middle-class
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 bout it On the other side is father, he primary breadwinner, who
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the family budget could thor he family budget bould -or
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to finance mothers seducation
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on Staten Island In the next breath, thongh,



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The Money Eurdil Domestic hardies pop up
along the way, even in the most ideal situations. Hut.
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Now money

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The chair is in the bag
by Norma sivuria
Upbolstered furniture mes in changes. The trend is towneath there are big changes. The trend is towiard portabiilty,
kriockown design and all-around corner
cutting to keep production costs down. The cutting on keepp producction costs down. The
result is a breakthrough in both the design ressult is a breakthrough in both the design
and the price of soft seating for the home.
starting now and contiouing into fall Starting now and continuing into fall,
the public will find a selection of smart.
lookng chairs sofas lookng chairs, sofas and modidlar seating,
groups that it con aftord Several newlines
just reaching the stores inclnde chairs nand

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 ways, and the layers of horseheir covered
with mustine Intid these new seatiog
mits are. bent tubular frames and canvas
 Toam, or Styrofoam, structures .held to
gether by thick cartdboard tubes. Many of
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nolied we ing duffe bay
Typlal or the trend is Regatta, manno-

 bunch together to formo a banquette of
sinuous curve. fie idividual charir comes
packed in a duffel bag that weigh about
40 pounds. The cuistomer can tote it over



. murolling the cushion.: $\because$

buttoning it down.
the finished product:


adjusting the tension rods . .



| theme and were-introduced at the last Scandinavian Furniture Fair. They will be distributed in the United States by Moredeli, Inc. <br> The sofa, Bugatti, is basically composed of two single mattresses stacked in a into the slipcovers, the unit is presentable as a living-room sofa by day. At night, the cover zips off, the frame flips down and the unit converts into a single bed. It is expected to sell in the $\$ 300$ price range in New York stores this fall. <br> Traditional Appearance <br> Another group of sofas and chairs from Overran Industies tries out still another construction method, A morms the basic chair or sofa stape. Shredded polyfoam is injected tnto the pockets to give the pieces the plush aplounge chait will retail at about $\$ 100$ and a two-seat sofal for less than $\$ 150$. They will be sod. At Alternatives, 1491 Third Avenue, in July. <br> The big question in everyoness mind, of course, is whether the new upboistery can match the comfort of the ofd. Or, just how much comfort is lost by the cornericutting construction and new materias? Nothing can match the luxurious comfort of the down-filled sofa wbose price hovers at the $\$ 1,000$ mark-or more. For the differ- ence in price between the $t$ wo, the new ence in price between the wo, units are surprisingly confortable. Nor will any of these new picces ever be thought of as beirlooms to pass on to the next generation They are designed for the apart-ment-dweller, for newlyweds and for the second bome, where smart stying and fashionable seating must fit into a limited budget. As such, the new upholstery is headed in the right direction. |
| :---: |




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## DE GUSTIBUS

## Marinating the Old-Fashioned Way



- Brace yourself, there's a coronation on the way. It will be for the sandwich king
-or maybe queen-of 1976.





Norell Shows That Culott,
Are Graceful if Done We.



## 1 Betty Dean

acknowledged authority on
diet and reducing for ove 35 years, rediucing for over
as she has helped you, just as she has helped thousands
of other women. You too, can FEEL AND LOOR YEARS YOUHGER
PRE VACATION SPECIAL
Facilities include:Seama;

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Older Art Invades the Modern Museum


Clark Center for the Performing Arts Opens Dance Festival on 42d Street my mana msselcorr


 oew dance festival of the
clark center for the Pes－
forming Actts． Tix series，which includes more estahlishered in dance，is in the mail area of the city 33 West 42d dstreet．The pro
Hrants best pieces，even
they were sometimes
 than the others，were thos
whose choreographers had
something orignial to say．


Met Opera Ballet Ensemble Bows at Dance Festival By DON MeDONAGH NEW LONDON Conne July － Ensembile has opera Ballust itseff
forward from the mass of the larger．opera bailet $\pi s$ an in
 opera prodictions during the
regular season hut has sul． choreographic．and perform－
ing opportunities． debut this last weekend its the American Dance Festival
the Comecticut College with the widest possible selection all were not perforetcic with equal assurance，hut the
company s basic competence should help it overcome
somewhat tame attack． hallet program encompassed hallet moods from romantic
Foline to razzmatazz Fosse

$\qquad$



| selectino of Wesak， | the whole glamorous | dhe cad to Suzanne |
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| the artistic director．His＂Be－ | The least successful piece | ing of great conse |
| vman and Marcus Bupler． |  |  |
| m | insubstantial as the slighty | or remorse－ |
| dof his other | raised eyebrow or the flicker | ful pleading．Though one ad－ |
| allowed its dag | of a smile that disappears be． |  |
| step that had a heal | It is，in short a ballet for | accents．it sligit piece． |
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## The Nation＇s number one hit． Ask anyone who＇s seen it． Any one．

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## sative.

## arter's Coup

 ears Its Climax

## How to Watch The Convention

 1. al Convention this week. The keynote speech is tonight The speakers are Sensitor John Hi Glenn Jri of OHil and Repsun Mr . Glene is is the one to watch carefully. He wants to be
but Vice-Presidential candidate, and a rousing recepption could belp.
The plafform will be presented on Tuesday night. In an effort The platform wil be presented on Tuesday night. In an effort
ransform a dull rival into something exciting, an all-star cast ransform a dull ritual into something exciting, an all-star cast
been linied up it should be particulary fascinating to see Gov rge C. W. Wallace of Alabama, the quintessentiating outsider, read periaps coinimentit upon the majority plank on "goverimen
unm and business accountability" - a subject dear to heart of Carter.
The Presidenitial candidate will be nominated on Wednesday
th Except for those who revel in the brass bands and waving 1t Except for those who revel in the brass bands and waving
zards of nonspontaneous demonstrations, the chief inderest will
in how many votes the bitterenders-Gov. Edmuind. G. Brown of California, Representative Morris $K$ Udall of Arizona and hold back from Mr. Carter. .
The maneuvering and speculatioo about a vice-Presidential The manervering and speculation about a Vice-Presidential
dtate will take place off the convention floor, begioning today TI! ddidate will take. place off the convention floor begining today
building to a cimax Wedpesiay or Thurscay. Much of the in
information veoded by politicianis and commentators will be thiess, but Mr. carter is is likely to let. some clues emerge by The final session is Th The final sessio is Thursday. It is coniceivable hut highly un-
t. that someone will challenge ivi carter's Vice-Presidential ice, so the main interest-and perhaps the only real squabhle ib meeting are debated. The conivention: will conclude with Mr
 our years ago.
That is the sc
F fum, for loverist of and there are not likely to be many deviations. OWII the old McGovernites, some of them still unreconciled to Carter's iomination try to find a pretext to voice a protest ivech for signs in the New York and Massachusetts delegations, WWil ixr Carter make concessionis to - Will Mr, Carter make concessions to the left in the hope of Vice-Preesidential nomineec Senator Walter $F$. Mondale of Minine is, for example, more acceptable to IIberals than Senator Heary lackson of Washingtoa. And listent, in. the Carter acceptanc ance, the Third World anid nilitary spendini

- wifi Mr. Eriowin jofin the festival of paity harmony, or will he is individualisticiand uriconventional way, hold out? Watch wha Cinderulagengatom an when the inevitable motion to declar feall "What Mr: Brown decides' could affect his Presidentio nces in :1980 or 1984: Politicians do not bike spoilers, as vice
 is carénithere is the one broge question: W M Mr. Carter succeed the Dempocats emerge from the convenion united, ready to If appears. that he will. I fed does, rallying the fractous Dead stbehind hisisingige banner for the first time in a dozen, year mil pe phity ilightigy less miraculous than his owm nomination


New York Joins a Party for the Party

Others were being. pullect away in
draves $f$ the festive air the convention generated There were parties all over
town but
evitation Jimmy Carter's alimost in2own, but as Jimmy Carter's almost in-
evitable nomination
New Yow cork politicians found themselves New York politicians found themeseves Square Garden party.
New York Democrats backed Reprea
sentative Morris K Udall or Senator Henry $M$. Jacksoo in the primaries, or
warked for senutor Hidurt to make his move.
and beg Mr Carter to loounced his rī̄als
as if he might well the thext President of the United (intes, they switched their allegiance
(in some cases, reluctantly) and wrote
Hinit $\$ 1,000$ mecks (Mrs. Lasker hat

 Iy, they were hospitable
New Hempshire supporters

The index for this section appears en Page $C 3$
"Who do you know who can introduce
meen thay asked "What can I do to help?"
For most, it was too late. since the For most, it was too late. Since the
und raising ends the moment Mr. Cart er becomes the oominee and individuals may Eve only 810000 to any one. candieorgia's peanut brigade. Neither the offer of a party por a huge campaign cootributio mattered, mbassadorship was gone. They had lost the chance to show off the candidaste
in their $18 t h-c e n t u r y$
French drawing
Smart luminaries and party loyalists covered their bets. They gave the na-
fional coumittee $\$ i, 000$, thereby acquirng two conveotion tickets and access
it he Garden's Hall of Fame Cluh The Garden's Hall of Fame Cluh. Such gifts gave them vip status and
the right to eat and drink all week while
und-up cootributors as ciorra-motenth adviser to Presidents Ro Clarke Clifford, and Johnson; John $D$. Rockefelier 4th, ginia; Stepheo Smith, who is sestito Edward M. Kennedy's brother-io-law gius R . Vance, who may or may no Y. Brown, who putt he keatucty . Joted Chickeo on every delegate chair at the and the Harrimans. Since the Harriman estate is in York-
town Heights and-be is a delegate the elegant 'Mrs. Hartiman aselleg hersell in a Statier Hilton Hotel suite. The
cooms had something less than the splendor to which they are accustomed "It will do nicely," Mrs. Harriman said

Jiz Carpenter, once Lady Bird Johnson's press ceerretary, was at the
Statler Hillon, too, and she went about

Continued on Page ć 10

## fave the Democrats Found Peace - or Only Exhaustion?

$\qquad$
nere is an. "eerie tranquilitiy" in the
tocratic party this week. It means locreraic aparty this week. It in the
so much that old antagonisms have in the choice of Jinmy carter
that the old antagonists of 1968 1972 were all abont esenly out of
running in presideotal polticict last ig. he ahsence of oppostion, or even diard-bearer, aurely the Demonocrats
more tutited this year than they
mbeen since the deas of
 ausible thread that is ised to Cop-
Jimmy Carter to the slogans of

ocratic restartion she | $\substack{\text { ocramicic } \\ \text { wal. }}$ |
| :---: |

Y/aty or tiorpor
ive ire tactuona, energies of the odd
ocratic feuds really been fused in Carter -7 or have hey heeo cched? is it uoity that reigns in the
$? \rightarrow-$ or torpor? Peace- - or axhaus3 the one hand, Mr. Carter has exe-
an remerrahhy quick shift of the
f's eutention toward
 essly vague themes of perence ds, his early primew fraceful over the divide between Yankee is which preeitentent Ford -the divide Rooald
an are still fighting for the Repuld an are still fighting for the Republi-
nominition. Alt thet eppeat to
$r$ well for the national ticket and nany other Democratic candidates it the other hand, the rise of Jimmy
:r and the new classic model of
charismatic individual polltics-the tri-
unph of one man with conflidence and
a few stalwart telpercs a few stalwart helpers- seems to mark
a collapse of the party boos end pary
influence io the making of Presidents. Party leaders, party issues, party con-Cections-even the party name that Mr.
Cad liturety to do with with in his travels-in an era when writ Carters fece alone
on the television screen is most important carmpaign tool, when the
United States Treasury United States Treasury provides all the
mones he can spend for his fall cammoney he can spend for his fall cam-
paign, the traded power of pary may
have litle to dow with his future.
Implashbitity Implausbibitity is one murk. of prom
inence within tha huge Democratlc charus stinging hosannas for Jimmy
Carter this week. Among the most permanent and most
implausible participants implansble participants in the unity
ritual will predictaly be Gov. Georg
c wallece of ritual waill predictably be Gov. George
C. Wallace of Alabama, whose 1 I-yeap
insurgeny Mr Corter demolised in
ins Southerm lair, Senator George ils Souther Mr. Carter demolished
McGoven of South Dakota, George
eepain McGovern of South Dakota, ceptain
the Demorats etrophied
who swallowed
his owo reservation who swallowed his owo reservation
about Jimmy Carter and dismissed bit
ter end anti-carterites on his oy about Jimmy Carter and dismissed bit-
ter end anti-Carterites on his own saffi
Senator Hubert H. Humphrey of Minitr Senator Hubert H. Humphrey of Main-
nesota, ao almost andidate this yeer
the embodiment of the party the embodiment of he party's olf cecine
ter of gravity that Mr. Carter effective
ly ran against; and Senator Edward ter of gravity that Mr. Carter effective
ly ran against and Senato Edward $M$
Kennedy of Massachusetrs, for whon the Carter ascendancy means at teant
more wraiting to pe president and per-
haps the close of haps the close of tine Kennedy era in th
mind and mythology of the Democratic Party.
Most Democratle mayors, governors
 contributors spent the early months of
1976 watching the Carter haodwagon 1976 watching the Carter haodwago
roll over and around them,
Litule noted adjustments in convention


De
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Caris Congressionel backers. If it had required an early commit-best-kelegate faces wioek, many of the the Party would not be here conversely,
if the party leaders now preparing to
cheer his nominalo cheer his nominarion were making the
choice on their own, Mr. Carter might
.
 cials weere plotitig to stop Mr. Carter
state-by state progress. Their final bor
was a deadocked wes a deadlocked and "brokered" con-
vention that would have let Mr. Carter.
or any other nominee or any orher nouminee. , know Mr. Carter wher
power in the party came from.

## wasery

Such unilkely allies as Wallace, Daley, MeGovern, Humphrey and Kennedy join in singing hosannas to Carter

$\qquad$ The infigting, a liberanal Mrho thought
stopped ton soon, said in week: "What I really underestimated
this year was the consuming desire of
Democratic activists to win the White House. A lot more peopple than I imag-
ined must have law partners they want
to stash away in the lotersate commerce Commission. Not all the bandwagon-jumping was
that cynical, but iodeed, most of Mr. Shields' one-ime comrades in the liberal hattes of 1968 and 1972 had lost in
est in the iod issues aod had lost $t$
love of civil war in the party.

They haw also reduced their emotional
investment and lowered their expectations of Democrauc politiclans. No one expressed their changed mood
more succinctiy that Anoe Wexler Duff-
fey, who bad entered national politios eis, who had entered national politics
in zealous support of then Senator Eu geo J. McCarthy's aotiwar ahallenge
too their feflow Democrat, President
Johnson, in I968. Reflecting in mid-April on the stakes
in
shent party race
and Carter. That's the decision people
are trying to make, aod basically in arrmying te make, oad basically in
term of bating president Ford Jimmy
Carter may have a better chan of Carter may have a better chazce of
beating Gerald Ford than antoody else,
and 1 don't think that's a bad reason to be for him.
Two months later. Mrs. Duffey was
representing the carer campaign on the Democratic Rules Commilttee.
Oo the right wing of the party. the Wallaceites, who in enother yearty. the
have hated to an independent ticket, heve looked equally tired of the fray
and appear to be eater to sette for
some share in the Carter Presiden some share in the Carter Presidency.
For converts left and right, it has
helped that Mr. Carter's finely cilitrat helped that Mr. Carterns fringly it thilibas hat
d positionson the issues put him dead
enter in the party and in public opin ni. But the party and is is public opin-
firebrands are
narching to his drumbeat now. and he marching to his drumbeat now, and he
has oot changed it receotly to accommo-


## hanging U.S. Mood Vorries Democrats



## F Por Correspondents



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# You should see the men we've put inour Whitehouse: 

Pierre Cardin

Yves Saint Laurent
Rafael
Oliver Fielding
Van Gils
Guy LaRoche
Phillipe Petou

OUR DEMOCRATIC SEMI-ANNUAL SALE IS ON.

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Johnston $\mathbb{O}$ Murphy 1344 Avenue of the Americas at 54th Street Nee York City 10019

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|  | The natural habitat of the Washingtor, D.C <br> If ha is not there already, he dreams of going there when he dies, although preferably sooner. It. is the iife and paradise after. <br> Whenever-you-see a Demo crat outside Washington, you can bot he has out long enough to pick up enough votes to send him back <br> This is what the Democrats are doing in New York this week No ming ese colide give up the joys of Washingof all for a place like New York <br> it, after yon've tasted Wash ington, everything else is just Bridgeport, with the possible crats have a superstitious crate have a supersitious reverence for chicago because it is a town where the dead always vote. solidly Deroocratic, hand, gives a Democrat a pain in the neck. New York Nefuses to face the facts. more than refusal to face the facts. In Washington, he year. Everybody faces the facts in Washington, which takes courage because the facts they have to face down there are hard and umpleas- ant ant. <br> Iron in Their Soul <br> All day loog, Democrats faces, telling one another they have to face the hard. unplat has put iron in their soul and lead in the Treasury. New York and says, "Let's face the hard, umpleasant facts," the , New Yorker says What eise can a New York- say? Any New Yorker who er say? Any New Yocker who irealy faced the facts would move out of town betore sunNew Yoriker any more. <br> When a New Yorker's dangerously near to the |
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Observer


How Carter Ran in the Primaries


## UNBELIEVABLE PRICES

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## Merns "Welcome Democrats to the Greatest City in theWorld,' Sale.

Someone once said that you can get just about anythingyour heart desires in the "BigApple". Well, who ever said it must have had Merns in mind. Just in case you haven't discovered Merns, we sell the biggest names in men's fashions at just about the lowest prices around town. Listed below are just a few good reasons to come in today, whether you're a Democrat or Republican. Every item is a winner. And, have a good convention.
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$\$ 39$
672 Ties. Some are pure silk.Values to $\$ 8.90$.
Don't be fooled by the low price
382 Matching muslin jeans and tops. Two shirt
styles...slit chest and buttons, too. Four ter-
rific colors. At this price it's getting an outfit for the price of the top or bottom
433 Designer suits. The biggest names in men's
fashion from France and England. Most stores sell them for $\$ 170$ and more. Buy 2 at this price. . $\$ 99$
50 Jean jackets. Washed denim in a bunch of
colors. If you've been waiting to buy these sensational $\$ 30$ values, don't wait now because they won't last long at this price.
391 Italian-designer jeans. Sleek. Tight fitting. Four different styles to choose from. Normally some of our best sellers at $\$ 22$. Hurry.
199 Nylon and Dacron/cotton swim trunks. World famous maker. You'll recognize the label. Brief boxer styling which normally sells for $\$ 9$.
95 Zip terry cloth cabana sets. All cotton. Mostly solids, white and blue. Great summer item. Hury.
181 Lightweight texiurized polyester suits. The "denim-look." Available in beige and blue, this suit is really $\$ \$ 105$ value. Now.
425 Lightweight casual suits. Some are vested.
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The perfect group for business or pleasure.
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Regularly $\$ 100$. Not all sizes in all colors.
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2 for $\$ 20$
233 Short sleeve knit shirts. A very good group that we sold for our low price of $\$ 13$. Includes püllovers with collars. Lots of patterns, geometrics and solids too. Now one low price.
333 Longsleeve body shirts. Polyester and cottons, nylon and acetates, too. Normally from $\$ 12$ to $\$ 14$. Spoil yourself with this one
300 Lightweight vested suits. Normally sell for
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525 Madison Ave. ibet. 53rd and 54th) Evenings till 6:30-Thursday till 8:00 Both stores open until 6 PM Saturday
Master Charge, Citicard and BankAmericard honored.

## Directory

A complete givide to entertainment, dining, cultural events and other activities during the Democratic: National Convention appeared in the Wopies are available at no charge at the citizens' committee's hos ${ }^{2}$ itality booths at the clizeare hotels, at press headquarters at the Statler Hilton Hotel and the Felt Forum and at the city's Convention and Visitors Bureaur, 90 West $42 d$ Street. Here is a digest of information for convention visitors:

| HOTEL | Delegate Hiotels |  |  |
| :---: | :---: | :---: | :---: |
|  | state | нотер | STATE |
| Abbey Victoria | Mississippi | Ncalpin | Wuamington |
| Americana | Delaware <br> Dist. of <br> Columbia <br> towa <br> Kansas <br> Maryland <br> West Virginia | New York rilton | California Michigan North Carolina Virgin island yomung |
|  |  | New York Sheraton | Ohio <br> Pennsylvania Rhode island |
| Amierleana City Squire | Canal Żone Georgia New Mexico | Plaza | Louisiana |
|  |  | Roosevelt | Arizona Colorado Wisconsin |
| Barbizon Plaza | Nebraska <br> South Carolina <br> Virginia |  |  |
|  |  | $\begin{gathered} \text { Statuer } \\ \text { Hulton } \end{gathered}$ | Headquarters |
| Eelmont | -rego | Summit | Alahama Hewali Kentucky Massachusett South Dakola |
| Berkstire | Oklahoma |  |  |
| Bllumore: | Connecticut Idaho Mirnesola Montana New Hampshire .Puerto Rico |  |  |
|  |  | Teft | Florida North Dakota Vermont |
| Drake | Missiouri Teṇinassee | U.N. P | Alas |
| Essex House | $\begin{aligned} & \text { Nevada } \\ & \text { Nexas } \\ & \text { Uitah } \end{aligned}$ | $\begin{aligned} & \text { Wardorit } \\ & \text { Astoria } \end{aligned}$ | Arkansas llinois Indiana New Jerséy abroad |
| Gotham | Maine |  |  |
| Telephone Numbers |  |  |  |
| Travel information, sabways and buses: 330-1234. Lost and found, subways and some buses: 370 Jay Street, 330-3751. |  |  |  |
| Lost and fougnd; most buses: 605 West $132 d$ Street. 690-9638. |  |  |  |
| Lost and found, taxis: nearest police precinct or 363-2810. |  |  |  |
| Complaints about taxis: 747-0930. <br> Emergency service, fire, :police or ambulance: 911 or 0. |  |  |  |
| 24-hour pharmacies: Garden, 1632 Broadway at 50 th Street, 265-3546; Kaufman, Lexingtion Avenue and |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |
| Times Square Information Center. 593-8983. Weather information: WE 6-1212. |  |  |  |
| plrectory assistance: 411 in Manhattan; 0 oj5-1212 elsewhere in the city |  |  |  |



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of Wer of Western Boot colloctionse the world wver. And no
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REQUREED READAGGE

## THE HOT POLTICAL SU




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The Medium's the Thing At a National Convention
is looking for is a political convention
The Democrats had too much spontane The Democrats had too much spontan
ity that year and the Repubicans non
at all, but their ratings were identical Al Vecchione, who is serving as the
Democrats television consultant this yearacraile teve thision consultant this enemy of a suc-
cessful convention, from the standipoint cesstul convention, from the standpoin
of television, is not spontaneity but rhetoric.
In hope to deal with simple ;ideas
simple worts and simple music," said His basic function, as Mr. Vecchione
sees it, is to make sure that the Demo sces it, is to make sure that the Demo
crats convey a message to the mass
audence that is responsive to its audence that is responsive to its post-
Watergate mood In other words, he says the party has to show what in, hin-
derstands why people are disenchanted derstands why people are disenchanted
with politicians and that it shares their with politicians and that it shares thei
yearning for a return to simpler values.
Concerned with Tone and Mood It is not the function of Mar. Vecchione Who is on leave from the National Publ
Affairs center for
what those verision. values are. His concera what those values are. His concern is
tone and mood. To set the one and
evoke the other he pourred oner hota evoke the other, he poured over photo-
grapps of the 1 1924 couvenion- tha last
to be held in New York-and designed to be held in New York- and designed
a rostrum that is intended to be vaguel similar to the one from which Frankli
D. Roosevelt, in his first major public a. Reparance since being amatickeo puith
poio, nominated Afred E Smith, "the polio, nomiated Alfred E. Smith "the
happy warrior., for the Presidency
If the average bome viewer does no If the average bome viewer does not
make that esoteric connection when
Mayor Beame goes to the nostrum to-
 Mr. Vecchione hopes that the viewer
wil, at least, think of something authen tically Amer
bandstand
With similar intent. he has put togeth
er a film for the opening night thai er a film for the opening night that of "The Mary Tyler Moore Show,"
the role of Finley Peter Dunne's garn the role of Finley Peter Dunne's garr
lous saloor keeper, Mr. Dooley. Mr.
Asner will then introduce the live dil lous saloon keeper, Mr. Dooley. M
Asnor will the inroduce the live dele
gates, makikng the thematic point that gates, making the thematic point that
these are working Americans who um-
derstand bow it is out there in the real whe political party and the networ may have a common interest in makin a televisloo event but their deffinitions
of sucess are not the same it it he con of success are not the same. if the con
veotion is a fiasco and yet a network veourn manaed to bring its news gathering
mad broadcasting skits to hear on and broodcasting stidls to hear on that
fiasco winning high rating and critical
acclaim, its executives may well take pride in their success The highest ratings achieved by a po-
intical conventioo in the 24 years that
couventions tove colcuentions have been natiooally tele-
vised wwere won by pemorats in
Chicago in 1968. Needless to say, that is not Mr. Vecchione's standard of suc cess.
For the networks, the polltical con-
ventions provide a rare opportunity to ventions provide a rare opportunity to
flex the muscles of thei news divisions
and win new viewers for thelr regular and win new vewers for their regular
evening news shows; at least that is
the rationalization customarity ad vanced when the time comes to rational-
ize the stupeodous investment the ize the stupeodous investment the net-
works make in convention coverage.



## Radio-TV <br> Radio-IV

## Schedule

## Only one television net- work, NBC, has announced

 full gavel-to-gavel coverage of the Democratic NationalConvention. The tentative scbedule is for the broadcasts

 Thursday.
CBS-TV
is to provide what CBS-TV is to provide what
cat
cotill
co it calls wcompremensive
coverage, which means hhat
tue bult of heovention
will be hroadcast live. The


 news at 6 P.M. Tuesday and
a balt-hour break Thursday

 roundup of each day's pro-
ceedings coupled
coverge frith
trom the convenABC tentatively plans to start the convention broad
casts at $9: 30$ PM. MModay
and $7: 30$ or 8 PM. Tuesday. interrapted for the All be intersubal game, which is
Sto be follo gwed by further
to one followed by further
convention coverage at 11115
The network plans to PM. The network plans to
begin its 9 nowention hroad
cast at 9 PM. Wednessay and 8 PM. Thursday. Most of the major radio
tations io the metropopitan area bave planned conven-
tion reports during the after-WOR-AM (710 on the dial) nnounced that they will provide continunus live cov Ention (99.5) wrating at t. WBALM (995) will devote ally its programmiog, heginning
at onon, to live ovverage,
features and special reports On Wednesday night, WEVD
$(1330$ on the AM dial 97.9
$\left.{ }^{2} \mathbf{M}\right)$ Morts in ltalaian on the bal-
poting for the Presideotial On television's summer schedples, the
Democratic National Convention is wedged into a narrow trough hetween interest and network eatteprisis to qualithe summer Olympics.
Since the dates for
sid in advance-six years in one wase ave chosen no other week in the mooth feiting the thepportunity tor reasonably The shapiog influence of televisio ave extends to a myiad on details that speches, the speakers, wardrohes, the podium itself by experienced set deion extends to the subustance of what onvention is not confined to the 8,000 arned or finazeled sudio audijence: the reals sumimience is the
 ree major networks as well as allies of delegate votes-in this cass Nielsen and Arbitron ratings.
hort, it is true-and it has beo sucreeds as a a television sicceed umle rats relearned this simple maxim, painmade a shambles of their consultants' asult that the nominee, senator George ours of the morning when America was adicated that most of the nation's cGovera was concerryed. emory of the 1972 debacele, If ay the anntion schedule, Demacratic officlals is acceptance speech this Thurrsday at when", as ooe of the officitals ezthe wes
ention was achieved by the the Republi-
anis in 1972 , when ous applause" was calculated in ad-
vance with stopwatch accuracy. Cono compare it with the work of a great The cumulative TV ratings for 1972 indicate that spontaneity and the ciass
of opinions as newsworthy events is not





Governor of New Bemocractizhirmm of the Demacraic National Conven
tion or served 35 a stat
senator from 1965 alt
 41 --year-old man with friendly. open manner.
was 3 star halfback for University of New Merx
fothall team in the mid
1950's, and is tith enthusiast. C . he skill a sports

 Meleledrara. ... they have five
childrenn making state
covernment mone chivien in making sta

up to definecratic Parsues for set
1976 Democratic plationt
 staff member and campaigo
aide in the Nebraska Demo aide in the Nebraska Demo
cratic Party until his election
as state chaiman in
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 Maioding finds poritics so ho die.
 -old bachelor, he lives
ok house owned hy N hraska Westeyan,
is oot verhally agressive, no is be a flashy dresser.

## Some Key Faces <br> On the Podium

Thumbail sketches on 11 of the well-known-an not-so-well-known-officials of the Democratic Party who will be seen at the convention this week.


Dorothy M. Bush

## Dorothy M. Bush Secretary of the National

## \%

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Hedel

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## Democrats Flout History in Returning to City



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In 1924, they met for 17 days, the longest convention ever held by the party. At right, Franklin Delano Roosevelt nominates Gov.
Alfred E. Smith.

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## Ebullient Democratic Chairman

Robert Schwarz Strauss

| By WARREN WEAVER Jr. In his four years as chairman of the Democratic: NaSchwarz Strauss has seldom lacked fur critics. He was chosen as hls party's leader <br> Man narrow maiority <br> in the and attacked by <br> News formers as a crea-guard-big city bosses, re- actionary labor and Texas oil. <br> Two years later, presiding cratic midterm convention in Kansas City the same Mr. Strauss was bitteriy attacked coemies, the reform leaders 00 a revised formula for coovention delegate selection. the men who bad backed him for chairman. <br> But today, as he opens the Democratic Natiooal Conveotion at Madison Square Gar den, almost any rational Mr. Strauss has overseen-if not precisely engineered all by himself-one of the most ments in the nistory of a congenitally divided party. <br> Pre-eminent Symbol True, the astonishing priter made it much easier to quell dissention. True, the Vietnam deeply undercut the power of both liberals and old-ime Democrats to polarable factions. <br> But the pre-eminent symbol of the 1976 Democratic loveden, at least until Wedresday evening, will be the 57-hear-old Texas lawyer who joled, joked and threatened party back into a very real semblance of coalition, and often made them enjoy the process. <br> BuI now that he has managed to put George Wallace same program without incident, to eliminate all partisan and to bring a platform to the floor with no audible dissent, his criks are hmited to maintaining that he lacks for a firm dedication to agreement for agreement's sake. <br> Ebullient Fumor <br> This offends Mr. Strauss personally, as he observed foe in the Presidential surte of the Statler-Filton Hotel. But then be remembers the Chicago convention of 1968, with its violence outside the hall and bitterness within, and the Mrami Beach mara- thon of 1972 with its aimless amateurism obscuriog purpose - and he feels better about principle. <br> Aside from wide-raoging political effectiveness, Mr. Strauss may be best known in Washington for his ebullient humor. Although neither he nor his wife, Helen, can swim, he had a large pool so that he could sit grasping through his picture window and reflecting: "Strauss, what |
| :---: |



TOMEN OUESTION
CARTER ON ROEE Contuned from Page Al, COO. 7

5,000 Picnic on a Pier With Carter Fan


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Carter Promises No. 2 Spot Will Go to 1 of 7 Qut
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## PASSPORT SCOTCH

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| UART | KEITH.SCOTAND | 86 |

shers.

4. 4.

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 tastier than any of them. And cost less than any other first class Scotch. As it is, we're the 7th largest Scotch in the country. And a big name in 106 others. And selling over 11 million bottles a year. All this in 8 very short years. The truth is, DASyou really could call Passport a lion among. Scotches. you really could call The Spirit of success.


NEW ISSUE
is exsmpt, in the obpinion of Counsel from all present Federal incol
under existing statutes, regnlations, rulings and court decisions.
NEW ISSUE

RATINGS: Standard Moody's: Poors: AA

## \$26,400,000

## State of Georgia

General Obligation Bonds-1976D
Due August 1 , à shown below
Dated August 1, 1976
on any interest payment date on
The Beads maturing 1987-1996 will be callable in whiole or in part in inverse numerical order
or after August 1,1986, at $103 \%$, plus accrued interest, and deccining premiums thereater.
Principal and semi-annual interest (Februairy 1 and August 1 , frst payment Febriary 1, 1977) are payable at the Trust Corm-
pany Bank, Atanta; Georgia or at Ciribank, NA, New York. N. Y., at the optinn of the holder. Coupon Bonds in puny Bank, Atanta; Georgia or ar Citibank, N.A., New York, N. Y, at the optinn of the holder. Coupon Bonds in
the denomination of 55,000 each, regisrabile as to principal only, or tegistrable as to principal and interest.

| Amomt | Malurit | Inlereat | Yield | $\Delta$ moont | Mala |  | $\stackrel{\text { Trid or }}{\text { Premer }}$ | Amome | Matucity |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 5675,000 | 1977 | 51, | 3.10\% | 51,060,000 | 1984 | 6\% | 4.50\% | \$1,540,000 | 1990 | 5\% | 5.20\% |
| 725,000 | 1978 | 6 | 3.50 | 1,125,000 | 1985 | 6 | 4.60 | 1,640,000 | 1991 | 514 | 100 |
| 770,000 | 1979 | 6 | 3.80 | 1,195,000 | 1986 | 5 | 4.75 | 1,750,000 | 1992 | 514 | 5.30 |
| 825,000 | 1980 | 6 | 4.00 | 1,275,000 | 1987 | 5 | 4.85 | 1,860,000 | 1993 | 54 | 5.40 |
| 875,000 | 1981 | 6 | 4.10 | 1,360,000 | 1988 | 5 | 100 | 1,985,000 | 1994 | $51 /$ | 5.55 |
| 930,000 | 1982 | 6 | 4.25 | 1,450,000 | 1989 | 5 | 5.10 | 2,110,000 | 1995 | 5 | 5.65 |
| 990,000 | 1983 | 6 | 4.40 |  | nicrued | terc |  | 2,260,000 | 1996 | 5 | 5.70 |

##  <br> 

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Loeb, Rhoades \& Co.
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##  <br> \$19,530,000 <br> City of New Haven, Connecticut <br> Various Purpose Bonds <br> Rated: Moody's-Aa; Standard \& Poor's-AA

Dated July 1, 1978
Due July 1 , as shown below

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tation as to rata or amount.

 $1,875,00019795.75 \quad 4.50$ | $1,850,000$ | 1980 | 5.75 |
| :--- | :--- | :--- | 1,850,000 $19815.75 \quad 4.85$ $1,200,00019826.00 \quad 5.00$ $1,200,00019836.00$



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These Bonds will. consititut direct and general obligations of the Authority for the payment of princlpal and Interest of which the oill falth and credit of the Authority are pledged. Secured equally and rataby with hall other Consolideted Bonds heretofore under New York State's Commuter Reilroad Car Program) and any additlonal facilities which may hereaffer be financed or refinanced in whole or In part through the medium of Consolidated Bonds, (b) the Generel Reseve Fund of the Authority authorized by Chapter 5 of the Laws of New Jersey of 1931 and Chapter 48 of the Laws of New Yoik of 1931, as amended)
equally with other obligations of the Authiority seccured by thet Fund, and (c) the Consolidated Bond Reserve Fund established in connection with Consolidated Bonds.

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## Commodities

A Price Index for Traders in Futures

| It would be difficult for the zverage investor to follow the stack market without Sthe poppular Dow Jones or or the New York Stock Exchange inder to serve as a ments. <br> But until relatively recent-fy-say, four years agodustry operated with little attenition paid to the overail trend in the prices of raw trend in the prices of raw <br> Commodity traders basically followed two main schools of market philosophy. one was either 2 " "unda- mentalist" who studied mentalist, and demand, or a in the price charts of releted farm or midustrial raw materials. <br> However, the 1972 Soviet grain deal and its profound ity prices, including petroleum some 15 months hater, have drawn industry attention to the futures price indezes provided by the Com- modity Research Bureau, New York a nontrading Regardiess of whether the in commodity markets are fully convinced about the need for index watching, age as the best available. This is not so surprising inasmuch as all major brokerage houses have been using Commodity Research Bureau charts, statistical material and specialized market studies since the concern was set $u p$ in 1934. So have many traders and speculators. <br> To William L. Jiler, who runs the company with his it is also no surprise. As he noted in an interview the other day. The commodity markets always complex have oot only become more so, but since 1972 they have become deeply intertwined in fluctuating currency values and a host relatively unimpor:- |
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Banks Shut, Irish Trade Is Limping Continued From Page 11 checks, pass the buck "Dear tisement of a carpet company
$\frac{m}{m}$ one of Dublin's newspapers. 'Recause of the cur
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## South African Business Is Wary Of Long-Term Effects of Strife

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 Another view was offered by Sharperite, South Africa hes prominent banker, who ob-ffaced sports boycotts and arm
 Eamings Statement for - Hay 31,1976 The Chesapeake and
Potomac Telephone Comt pary of Weat Virginia has tity holders an earnings statement for the period
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iration statement fo istration statement for
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Jaly 12, 1976
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## $\$ 40,000,000$

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sive coverage at all levels of the business community sive coverage at all levels of the business community.

D8
Jets Open Drills and Holtz Opens Up
Nastase

| wyer image Lou Holtz nished today as he too actice field for the re as coach of the rk Jets. <br> After a broken play did offensive driil, he to metal clipboard 20 wh the right sidelioe. "Hold itl Hold it!" he wed as 22 young. st ir stopped in cheir tr <br> "Nol nol" he screame walked over to the wnield. <br> Later, quietly suckin pipe, he said in a sy effect? No, sir. I Toward the end of the offense run thr ck perfect plays," he ca en the huddle was sailed it 30 yaris d uld have been oroud ch, picked of up the b made a gesture to g g to Holtz, who wa him, his eyes on <br> What will happen regulars report onlo |
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## Defeats

## Orantes



MYRTLE BEACH, S.C., Joly
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mania defeated Mamuel Orantes, $6-4,6-3$, , today to win
the $\$ 75,000$ first prize in the Pepi Grand Slam of Tennis. Jimury Connors
Arthur Ashe in the con tion match, $6-4,76$.
Orates
collected
S for second pollecece. Connors seo
ceived $\$ 22,000$ for third and ceived $\$ 15,0000$.

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Egyptian Wins Swim
NAPLES, July 11 (AP) Marawam Ghazawi of Egypt
won the 18-mile Capri-toNaples swimming marathon
today in 9 hours 5 minutes
34 secoods he beat 15 wim-
mers from niene nations.

COOL GREEN, CAMP, KID HELP THE FRESH AIR FUN



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Siderowf and Howard Kaskel
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Taiwan Loses Fight, Likely to Quit Games


## Basketball:ExpertsSplit OnQuality of U.S.Team


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## ${ }^{3}$ Smith

## Man Who Couldn't Buy Pennants



Star Filly
Is Injured

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 suinit our rieses aterod
 sta shaken up by thin inciden cle weeping after accepting
the trophy from Telly Sathe trophy from Telly This filly has been a grear one and Ive held her to to great
affection". Baile said. "As ar as $I^{\prime}$ m concerned-right
gaw ring Ineer let her race 1 dont like to see her Dearly Precious. the $\$ 2.80-1$
or-s2 favorite. appeared in o difficulty as she crossed
 She was clocked in the fast
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Box Scores of Major League Games and Standings

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## Yankees 5 On Fisuer

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Aqueduct Race Charts
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Olympics Dispute 2Women Lost by Taiwan InGolf


## CoachStopTakes <br> Honorsin Jumpoff



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THE NEW YoRr trues, MONDAY, JULY 12, ,g96




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